Holistic tourism focus plan of tourism to be world-class tourist spot Open and green growth strategy will realize island’s balanced development. Ma Zhiguo reports.

Hainan, the country’s largest special economic zone established in 1988, has upped the ante in 2017, and is in the process of transforming and producing holistic tourism. Based on the strategic deployment of tourism development in Hainan, the government has given top priority to the development of holistic tourism. According to the plan, Hainan will be basically able to serve as a demonstration province for holistic tourism in China by 2018.

Hainan tourism encourages people to consider the effects of tourism on local economy, culture, and environment. Hainan’s plan outlines how it will be made into a world-class island vacation destination that is open, green, and civilized, and which is ready to offer its experience in cultivating the holistic tourism industry to other parts of the country by 2020. Hainan will push supply-side reform in the tourism sector to ensure the strategic development of tourism. Hainan has established specific plans for the tourism development of 10 major tourist spots, four national-level tourist zones, and five tourism and cultural tourism, according to the provincial government.

Industrial convergence is an important step in transforming and cultivating holistic tourism, with the main idea being to carry out the strategic plan of tourism and agricultural tourism and tourism and industrial tourism.

To ensure the success of tourism, each tourist region is introduced with natural elements, star distribution, information services, and municipal infrastructure to make the region both economic and environmental friendly.

Steven Williams, a Canadian expert who has stayed in Shanghai for three years, agrees, for the area’s scenery and the development and management of the area, tourists can find a wealth of unique cultural treasures.

The plan makes specific mention of the efforts to help tourism areas enjoy higher standards of living and improve the quality of tourism on the island.

Applying those actions towards tourism services, tourism security, tourism culture, tourism facilities and services mentioned in the Government Work Report, which Premier Li Keqiang delivered last year, the government will continue to improve the facilities and services and work to develop rural tourism, ecological tourism and holistic tourism in 2017. Hainan province is among the first batch of holistic tourism development regions, and its five-year plan (2016-20) promises the development of holistic tourism. According to the plan, Hainan will be basically able to serve as a demonstration province for holistic tourism in China by 2018.

Hainan tourism encourages people to consider the effects of tourism on local economy, culture, and environment.

Tourism facilities and services are needed to help tourists, especially for our kids,” said Zhang. “The sweet potatoes taste delicious, like chocolate, and are sold hot. We are happy to get them in the fields and happy to see tourists eating more.”

For the New Year holidays this year, villages in Langao in Lancang autonomous county in eastern Hainan recorded more than 45,000 tourists, with about 28,000 staying in one night, bringing local farmers an income of about $1.2 million (8.37 million yuan), according to the provincial tourism department.

New policies bring visitors into local villagers’ lifestyle

By MA ZHIPING in Hainan

Efforts to develop holistic tourism in the country are a way to change Hainan Island early last year were beginning to live up to the new emerging changes. “We are not satisfied with the improvements in local tourism infrastructure and the charming towns on the island which are becoming our new favorite weekend destinations,” said a hotel worker who spent last weekend in Ruixi town’s main tourist area. “Many seafood restaurants, in recent years, have been made 500 kilometers away from Hukou, capital of Hainan province.

We are being made all over the island to promote holistic tourism and bring about the “Hainan dream” of local residents and increasing tourists coming from home and abroad.

Hainan Island is China’s only tourism province designated by the central government to become a holistic tourism demonstration province.

Last year, Hainan began to push forward tourism routes, provincial-level tourist zones, provincial-level tourism parks, specified routes for others, tourist attractions, as well as tourism villages and streets with historical and cultural value.

Transportation and public service facilities have also been improved, according to the provincial tourism development commission. Hainan Island, located, roughly at the same latitude as Hainan and stretched by 1,452 kilometers of charming coastline, is home to plentiful marine resources, which were described by President Xi Jinping as invaluable assets that no nation could or should be without.

That new idea are already showing. “Some of the wooden fishing boats are being made into hotel rooms or tea houses where tourists can see fishermen catching or enjoying fishing while eating local food and food from the sea. The other idea is to bring tourists to see fishing villages,” said Zhang. “We are happy to get them in the fields and happy to see tourists eating more.”

In 2001 and the figure jumped to more than 60.23 billion yuan in 2016, an increase of 62.3 per cent.“Tourist attractions are being made all over the island. The tourist attraction is less than 30 kilometers away from Haikou,” said Zhang. “The sweet potatoes taste delicious, like chocolate, and are sold hot. We are happy to get them in the fields and happy to see tourists eating more.”

Ruixi town, a town south of Sanya in Hainan, has a population of over 10,000. Ruixi town is a tourist destination with a rich cultural heritage.

Tourists staying in one night, bringing local farmers an income of about $1.2 million (8.37 million yuan), according to the provincial tourism department. “The tourist attraction is less than 30 kilometers away from Haikou,” said Zhang. “The sweet potatoes taste delicious; like chocolate, and are sold hot. We are happy to get them in the fields and happy to see tourists eating more.”

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The new roads network will connect all 18 cities and counties in the province by 2020 by involving them in regional economic development, said the official. “The tourist attraction is less than 30 kilometers away from Haikou,” said Zhang. “The sweet potatoes taste delicious; like chocolate, and are sold hot. We are happy to get them in the fields and happy to see tourists eating more.”

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